

City of San Diego
Office of Ethics and Integrity

The Ethical Check

A Decision-Making Analysis

1. Is it legal?

- a. Will I be violating civil law or company policy?

2. Is it balanced?

- a. Is it fair to all concerned in the short term as well as in the long term?
- b. Does it promote win/win relationships?

3. How will it make me feel about myself?

- a. Will it make me proud?
- b. Would I feel good if my decision were published in the newspaper?
- c. Would I feel good if my family knew about it?
- d. Would I want my children to do the same thing?

Source: Blanchard, K & Peale, N.V., *The Power of Ethical Management* (1988).